

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**DLF Advertising**  
**Attention: Accounts Payable**  
**1595 SE Port Saint Lucie Blvd**  
**Port Saint Lucie, FL 34952**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926501-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Loar/R/Sheriff	DERYL LOAR/IND.RIVER C	

Flight Dates	Order #	Alt Order #
08/01/12 - 08/14/12	926501	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/01/12	08/03/12	WPBF News 25 Mornings	6-7AM	--WTF--	:15	1	\$260.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--WTF--	1	\$260.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/02/12	6:13 AM	WPBF News 25 Mornings	6-7AM	:15	STREAMLINED BUDGET	\$260.00 NM
2	08/01/12	08/03/12	Good Morning America	7-9AM	--WTF--	:30	1	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--WTF--	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/03/12	7:55 AM	Good Morning America	7-9AM	:30	ANOTHER FOUR YEARS	\$450.00 NM
3	08/01/12	08/03/12	M-F 5pm News	5-6pm	--WTF--	:15	1	\$227.50	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--WTF--	1	\$227.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/01/12	5:43 PM	M-F 5pm News	5-6pm	:15	BUDGET CRIME STREETS REV	\$227.50 NM
4	08/01/12	08/03/12	Jeopardy	7:30-8PM	--WTF--	:30	1	\$1,600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/30/12	08/05/12	--WTF--	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/01/12	7:52 PM	Jeopardy	7:30-8PM	:30	ANOTHER FOUR YEARS	\$1,600.00 NM
6	08/06/12	08/10/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	1	\$400.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/07/12	6:13 AM	WPBF News 25 Mornings	6-7AM	:30	ANOTHER FOUR YEARS	\$400.00 NM
7	08/06/12	08/10/12	Good Morning America	7-9AM	MTWTF--	:15	1	\$292.50	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$292.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/09/12	7:41 AM	Good Morning America	7-9AM	:15	STREAMLINED BUDGET OFFICE	\$292.50 NM

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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926501-1	08/19/12	August 2012	07/30/12 - 08/14/12

Advertiser	Product	Estimate Number
Loar/R/Sheriff	DERYL LOAR/IND.RIVER C	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	08/06/12	08/10/12	WPBF News 25 @ Noon 12pm-1230pm		MTWTF--	:30	1	\$320.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$320.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		08/10/12	12:09 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	ANOTHER FOUR YEARS	\$320.00	NM
9	08/06/12	08/10/12	GENERAL HOSPITAL GENERAL HOSPIT		MTWTF--	:15	2	\$520.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	2	\$520.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W		08/08/12	3:00 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:15	STREAMLINED BUDGET OFFICE	\$520.00	NM
2 WPBF F		08/10/12	3:25 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:15	BUDGET CRIME STREETS REV	\$520.00	NM
10	08/06/12	08/10/12	M-F 5pm News	5-6pm	MTWTF--	:15	1	\$455.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$455.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W		08/08/12	5:40 PM	M-F 5pm News	5-6pm	:15	BUDGET CRIME STREETS REV	\$455.00	NM
11	08/06/12	08/10/12	Wheel Of Fortune	7-7:30PM	MTWTF--	:15	1	\$910.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$910.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/06/12	7:14 PM	Wheel Of Fortune	7-7:30PM	:15	STREAMLINED BUDGET OFFICE	\$910.00	NM
12	08/06/12	08/10/12	M-SUN WPBF News 25 @ 11-11:35PM		MTWTF--	:15	2	\$585.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	2	\$585.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Tu		08/07/12	11:32 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:15	STREAMLINED BUDGET	\$585.00	NM
1 WPBF W		08/08/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:15	STREAMLINED BUDGET	\$585.00	NM
13	08/06/12	08/10/12	Jimmy Kimmel	12:06-01:06AM	MTWTF--	:15	1	\$45.50	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$45.50				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/06/12	12:51 AM	Jimmy Kimmel	12:06-01:06AM	:15	BUDGET CRIME STREETS REV	\$45.50	NM
14	08/11/12	08/11/12	Sat Wheel Of Fortune	Sat 7-730PM	-----S-	:15	1	\$357.50	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S-	1	\$357.50				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		08/11/12	7:18 PM	Sat Wheel Of Fortune	Sat 7-730PM	:15	STREAMLINED BUDGET	\$357.50	NM
15	08/12/12	08/12/12	Chris Matthews	Sun 10-10:30AM	-----S	:30	1	\$175.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S	1	\$175.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su		08/12/12	10:26 AM	Chris Matthews	Sun 10-10:30AM	:30	ANOTHER FOUR YEARS	\$175.00	NM
16	08/12/12	08/12/12	Sun 630pm News	630-7pm	-----S	:15	1	\$357.50	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S	1	\$357.50				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

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**Lehigh Valley, PA 18002-6885**

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926501-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Loar/R/Sheriff	DERYL LOAR/IND.RIVER C		

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	08/12/12	08/12/12	Sun 630pm News	630-7pm	-----S	:15	1	\$357.50	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 08/12/12 6:54 PM Sun 630pm News 630-7pm :15 STREAMLINED BUDGET OFFICE \$357.50 NM									
17	08/13/12	08/13/12	Good Morning America	7-9AM	M-----	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 M----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 08/13/12 8:53 AM Good Morning America 7-9AM :30 ANOTHER FOUR YEARS \$450.00 NM									
18	08/13/12	08/13/12	WPBF News 25 @ Noon	12pm-1230pm	M-----	:15	1	\$208.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 M----- 1 \$208.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 08/13/12 12:20 PM WPBF News 25 @ Noon 12pm-1230pm :15 BUDGET CRIME STREETS REV \$208.00 NM									
19	08/13/12	08/13/12	Jeopardy	7:30-8PM	M-----	:15	1	\$1,040.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 M----- 1 \$1,040.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 08/13/12 7:40 PM Jeopardy 7:30-8PM :15 STREAMLINED BUDGET \$1,040.00 NM									
20	08/14/12	08/14/12	Good Morning America	7-9AM	-T-----	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -T----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 08/14/12 7:58 AM Good Morning America 7-9AM :30 ANOTHER FOUR YEARS \$450.00 NM									
Total Spots							21		

## Payment Terms 30 Days

Gross Total	\$10,208.50
Agency Commission	\$1,531.27
Net Amount Due	\$8,677.23